



Director of Marketing and Communications

Reports To Vice President, Sales and Marketing

FLSA Exempt - Full Time

City/State Remote – any location in the US

Description **GENERAL DESCRIPTION OF POSITION**

Our growing company is hiring an experienced professional to operationally and strategically lead the delivery of marketing and communication services for multiple clients. Success in this position requires the ability to lead a team via prioritization/time management, brand management, and outcome achievement amidst an ever-growing workload. Almost as important will be experience and skill in many additional areas of marketing: advertising, distribution strategy, content creation, market research and segmentation, analytics, digital/print mediums, event marketing, and some public relations. You need to be a generalist with solid project management and analytical skills.

REQUIREMENTS

- Leadership – Able to manage a team effectively as well as interface with executives and external stakeholders.
- Strategic Planning – Collaborate with stakeholders and executives for prioritization, resource management and goal achievement.
- Project Management - Manage projects / campaigns to deliver on time and on budget.
- Analytics – Analyze and calculate strategy costs and results from a campaign, segment a market, etc.
- Brand – Understand and manage a client’s brand and its unique voice; willing to protect a brand and exercise sound judgement related to brand strategy.
- Attention to Detail – Our work is public, and the details are important. To be effective in this role you have to be able to notice details quickly and hold your team accountable for ensuring details are checked.

PREFERRED – The elements below will help you to be successful in this role and are a plus as we review your application:

- The platforms we use are listed below. Having experience with these or similar platforms is a plus:
 - Salesforce
 - Hubspot
 - Canva
 - Hootsuite
 - Textedly
 - WordPress



- Microsoft Office applications (Word, Excel, Outlook, PowerPoint)
- Event marketing experience – Events are a large part of what we do, marketing to prospective attendees effectively is a key factor in the success of this role.
- Be an early adopter of new communications channels and media.
- Have experience using graphic design software (Adobe Spark / Creative Cloud Express, Photoshop, Canva).

EDUCATION AND EXPERIENCE

- Bachelor's degree in marketing, business administration or communications from an accredited university
- Proven experience in a Marketing leadership role and the management of marketing/communications staff

ARE YOU THE TYPE OF PERSON?

To clarify the type of person we are looking for, ask yourself the questions below. These are not requirements or preferred but should provide an indicator of how you would fit into our culture. Are you a person who:

- Is currently successful in a leadership position? Respected by those you lead as well as those you report to?
- Is able to create accountability for those you lead?
- Is eager to take ownership of the results of your work, both positive and negative?
- Is a student of great marketing; able to recognize, and excited by, truly effective marketing or communications?
- Aims their performance at strategic goals (i.e. sales revenue or event attendance) in addition to marketing goals (i.e. click-throughs)?
- Desires to function as part of a collaborative team where you are a true contributor, able to use your creativity and talent, and where your contributions are visible and recognized?
- Is committed to meeting timelines and performing within budget?
- Can quickly and clearly convey ideas in writing or speaking?
- Can take a high-level strategic message or vision and break this down into a tactical communications plan?
- Strives to grow as a leader and a marketing professional via mentorship, increasing autonomy and a growing company?
- Able to simultaneously manage multiple projects in multiple marketing channels, for multiple clients – thrives in a fast-paced demanding environment?



If so, please apply for this role. You are the type of individual we want on our team.

EXPECTED TRAVEL

20-30 nights per year

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EQUAL EMPLOYMENT OPPORTUNITY

CGi is an equal opportunity employer and values diversity. All employment is decided on the basis of qualifications, merit, and business need.